

Simplified Prospectus

10th February, 2012

GUINNESS ASSET MANAGEMENT FUNDS PLC

Capita Financial Administrators (Ireland) Limited, Montague House, Adelaide Road, Dublin 2, Ireland

www.guinnessfunds.com

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GUINNESS ASSET MANAGEMENT FUNDS PLC

SIMPLIFIED PROSPECTUS

GUINNESS ASSET MANAGEMENT FUNDS PLC

An umbrella investment company with segregated liability between funds
10th February, 2012

This Simplified Prospectus contains key information in relation to Guinness Asset Management Funds Plc (the “Company”) which is an open-ended umbrella type investment company with variable capital and with segregated liability between funds incorporated with limited liability in Ireland on 12th December, 2007 under the Companies Acts 1963 to 2009 with registration number 450670. The Company is authorised by the Central Bank of Ireland as an undertaking for collective investment in transferable securities pursuant to the European Communities (Undertakings for Collective Investment in Transferable Securities) Regulations, 2011 (S.I. Number 352 of 2011).

As at the date of this Simplified Prospectus, the Company has seven sub-funds (each a “Fund”, together the “Funds”):-

- Guinness Alternative Energy Fund
- Guinness Asia Focus Fund
- Guinness China & Hong Kong Fund
- Guinness Global Energy Fund
- Guinness Global Equity Income Fund
- Guinness Global Money Managers Fund
- Guinness Global Thematic Equity Fund

Potential investors are advised to read the Prospectus dated 11 February 2011, as same may be amended and supplemented from time to time (the “Prospectus”) before making an investment decision. The rights and duties of the investor as well as the legal relationship with the Company are laid down in the full Prospectus. Defined terms used herein will have the same meaning in the Prospectus.

The base currency of each Fund is U.S. Dollar.

Investment Objective:	The investment objective of the Guinness Global Equity Income Fund is to provide investors with both income and long-term capital appreciation. The investment objective of each other Fund is to provide investors with long-term capital appreciation.
Investment Policy:	<p>Guinness Alternative Energy Fund: In seeking to achieve its investment objective, the Fund intends to invest at least 80% of its net assets in an actively managed portfolio of equity securities of globally based companies involved in alternative energy or energy technology sectors. Alternative energy includes, but is not limited to energy derived from such sources as solar or wind power, hydro-electricity, tidal flow, wave movements, geothermal heat, biomass or biofuels. Energy technology includes technologies that enable these sources to be trapped and also various manners of storage and transportation of energy, including hydrogen and other types of fuel cells, batteries and flywheels, as well as technologies that conserve or enable more efficient use of energy.</p> <p>Guinness Asia Focus Fund: In seeking to achieve its investment objective the Fund intends to invest at least 80% of its net assets in equity securities of companies that are either primarily traded on the Asia ex Japan market exchanges or that derive at least 50% of their revenues from business activities in Asia excluding Japan, but which may be listed and traded on other Recognised Exchanges.</p> <p>Guinness China & Hong Kong Fund: In seeking to achieve its investment objective the Fund intends to invest at least 80% of its net assets in equity securities of companies with a market capitalization typically in excess of US\$200 million, that are either primarily traded on the China and/or Hong Kong markets or that derive at least 50% of their revenues from business activities in China and/or Hong Kong, but which may be</p>

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	<p>listed and traded on other Recognised Exchanges.</p> <p>Guinness Global Energy Fund: In seeking to achieve its investment objective the Fund intends to invest at least 80% of its net assets in an actively managed portfolio of equity securities of globally based companies principally engaged in the production, exploration or discovery, or distribution of energy derived from fossil fuels and the research and development or production of alternative energy sources.</p> <p>Guinness Global Equity Income Fund: In seeking to achieve its investment objective the Fund intends to invest primarily in a portfolio of global equities providing an above average yield (i.e. a higher yield than the yield of the overall global equity market), however, the Fund may also invest, to a limited extent, in other instruments such as government bonds and corporate fixed income securities of investment grade rating.</p> <p>Guinness Global Money Managers Fund: In seeking to achieve its investment objective the Fund intends to invest primarily in equity securities of globally based companies principally engaged in the provision of asset management services. Without limiting the scope of the term asset management services, in this context it refers in particular to companies that provide asset management, investment advice or wealth management services, as well as companies that predominantly provide services to asset managers or services connected with asset management to include, but not limited to, custodians/trustees, administrators and specialist service providers.</p> <p>Guinness Global Thematic Equity Fund: In seeking to achieve its investment objective the Fund intends to invest primarily in global equities providing exposure to selected global themes which offer attractive long term investment opportunities to Shareholders. A theme is an economic or business trend which the Investment Manager expects will generate above average growth. An example of an economic trend is the industrial growth of China. An example of a business trend is the development of innovative technology.</p> <p>Each Fund may use financial derivative instruments, including futures and options, for the purposes of efficient portfolio management. The Funds will not be leveraged through the use of financial derivative instruments.</p>
<p>Risk Profile:</p>	<p>The value of investments may fall as well as rise and investors may not receive back the amount invested.</p> <p>A more detailed description of the risk factors that apply to the Funds is set out in the full prospectus.</p> <p><i>Investment in equity securities</i> Each Fund will invest in equity securities traded on Recognised Exchanges. Equity securities will be subject to risks associated with such investments, including fluctuations in market prices, adverse issuer or market information and the fact that equity securities are subordinate in the right of payment to other corporate securities, including debt securities. The value of these securities varies with the performance of the respective issuers and movements in the equity markets generally. As a result, the Fund may suffer losses if it invests in equity securities of issuers where performance falls below market expectations or if equity markets in general decline or the Fund has not hedged against such a general decline.</p> <p><i>Concentration Risk</i> Each Fund invests in narrow sectors of the stock market and typically holds a relatively small number of stocks as compared to many other funds. This may make the Fund's performance more volatile than would be the case if it had a diversified investment portfolio</p> <p>Specific risk factors applicable to the Funds include:</p>

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	<p><i>Special Risks Associated with Energy Companies</i> The stocks of energy and energy related companies are especially affected by variations in the price of oil and natural gas, which, in turn, are impacted by many variables, including, but not limited to, the supply and demand for the commodities. Factors influencing supply include: the actions of Organization of The Petroleum Exporting Countries (“OPEC”); war and terrorism; weather; tax regimes; and the price of oil itself, which influences the marginal return of producing oil and natural gas. Factors influencing demand include: economic growth around the world, and the relative growth of less developed countries versus developed economies; weather; and the price of the commodity itself. Energy stocks tend to be influenced on a day-to-day basis by the futures prices for the commodities that are traded on various exchanges.</p> <p><i>Regulatory and Environmental Risks</i> Energy operations are subject to various federal, state and local and foreign governmental regulations, which may be changed from time to time in response to economic or political conditions. Government regulation can include price regulation as well as limiting available services and products, ownership, and geographic territories served. Such regulation can result in limited returns, increased costs, and decreased economic incentive to develop new products. Government regulation may be unpredictable and is subject to political, economic, social and market developments. There can be no assurance as to the level or effect on companies in the energy and oil and gas sector of government regulation in the future.</p> <p><i>Market Specific Risks</i> Where a Fund invests in Asia, China or Emerging Markets this may involve a higher degree of risk due to specific economic, political and market factors as detailed in the relevant Fund Supplement.</p>
Performance data	Please note that there are no performance data in relation to the Guinness Asia Focus Fund, Guinness China & Hong Kong Fund, Guinness Global Equity Income Fund, Guinness Global Money Managers Fund or the Guinness Global Thematic Equity Fund as these Funds have not yet been in existence for one full year.
Profile of a Typical Investor:	Investment in the Funds is suitable only for those persons and institutions for whom such investment does not represent a complete investment program, who understand the degree of risk involved and believe that the investment is suitable based upon investment objectives and financial needs.
Distribution Policy:	<p>All Funds (save in respect of the Guinness Global Equity Income Fund)</p> <p>The Company may in a general meeting declare dividends but no dividend shall exceed the amount recommended by the Directors. It is intended that the Funds will pursue a distribution policy so that the Funds will be able to obtain certification as a “Distributing Fund” for 2010 and a “Reporting Fund” for subsequent years under the United Kingdom Offshore Funds (Tax) Regulations 2009 for the purpose of United Kingdom taxation. A failure of the Funds to comply with this requirement will result in the Funds failing to obtain certification.</p> <p>Dividends, if declared, will be paid annually within four months of declaration.</p> <p>Guinness Global Equity Income Fund and the Guinness Global Money Managers Fund</p> <p>Shareholders in the Guinness Global Equity Income Fund and the Guinness Global Money Managers Fund should note that all or part of the fees and expenses of the Fund may be charged to the capital of the Fund. This will have the effect of lowering the capital value of your investment.</p> <p>Guinness Global Equity Income Fund</p> <p>The Company may in general meeting declare dividends but no dividend shall exceed the amount recommended by the Directors. It is intended that the Fund will pursue a distribution policy so that the Fund will be able to obtain certification as a “Reporting Fund” under the United Kingdom Offshore Funds (Tax) Regulations 2009 for the purpose of United Kingdom taxation. A failure of the Fund to comply with this requirement will result in the Fund failing to obtain such certification.</p>

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	<p>If sufficient income is available in respect of the Fund, the Directors' current intention is to make distributions in each financial year of substantially the whole of the income (including interest and dividends) accruing to that proportion of the Fund attributable to the Share Classes in respect of the period from the relevant Ex Dividend Date (as set out below) to the following semi-annual period (a Distribution Period).</p> <p>Fees and expenses may be charged against income or against capital. Where fees and expenses are paid out of the capital of the Fund, the capital of the Fund may be eroded and income will be achieved by foregoing the potential for future capital growth. Dividends will not be paid out of the capital of the Fund.</p> <p>The dividend distribution dates of the Fund are set out below.</p> <p><u>2011</u></p> <p>The dividend distribution date for <u>2011 only</u> is:</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">Ex Dividend Date</td> <td style="width: 50%;">For Distribution By</td> </tr> <tr> <td>1st August 2011</td> <td>Last Business Day in August 2011</td> </tr> </table> <p style="text-align: center;"><u>From 2012</u></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">Ex Dividend Date</td> <td style="width: 50%;">For Distribution By</td> </tr> <tr> <td>First Business Day in January</td> <td>Last Business Day in January</td> </tr> <tr> <td>First Business Day in July</td> <td>Last Business Day in July</td> </tr> </table> <p><i>Equalisation</i></p> <p>The Fund operates equalisation in relation to all Share Classes. A Shareholder who has purchased Shares during a Distribution Period will receive a distribution made up of two amounts:</p> <ul style="list-style-type: none"> • income which has accrued from the date of purchase, and • capital which represents the return of the equalisation element. <p>The effect is that income is distributed to Shareholders in proportion to the duration of their ownership of the Shares in the relevant Distribution Period. All Shares purchased during a Distribution Period will contain in their purchase price an amount called equalisation which represents a proportion of the income (if any) of the Fund, attributable to the relevant Share Class, that has accrued (but has not been distributed) up to the date of issue. The amount of equalisation is averaged across all the Shareholders of the relevant Share Class and is refunded to them as part of the first distribution after their purchase of Shares. Such returned equalisation may be treated as a return of capital for tax purposes depending on the tax rules in the country where a Shareholder pays tax. Shareholders of all Share Classes who redeem their Shares will receive an amount which will include the income accrued to the date of redemption and which may be treated as income for tax purposes, subject to the tax rules in the country where a Shareholder pays tax.</p>	Ex Dividend Date	For Distribution By	1 st August 2011	Last Business Day in August 2011	Ex Dividend Date	For Distribution By	First Business Day in January	Last Business Day in January	First Business Day in July	Last Business Day in July											
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<i>Administration</i>	<p><u>Annual Operating Expenses</u></p> <p>The Manager will pay to the Investment Manager out of the assets of the relevant Fund a fee as detailed below (plus VAT, if any) thereon:</p> <ul style="list-style-type: none"> • 0.49% of the Net Asset Value of the Fund on the first \$500 million. • Up to 0.25% of the Net Asset Value of the Fund on amounts in excess of \$500 million. <p>The Investment Manager shall be responsible for paying the administrative expenses of the Funds.</p>																					
<i>Investment Manager</i>	<p>The Company will pay to the Investment Manager out of the assets of the relevant Fund the fees as detailed below subject to a maximum fee of 2%:</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 30%;">Class A:</td> <td style="width: 10%;">1%</td> <td style="width: 60%;">of the Net Asset Value of Class A Shares</td> </tr> <tr> <td>Class B:</td> <td>1.5%</td> <td>of the Net Asset Value of Class B Shares</td> </tr> <tr> <td>Class C:</td> <td>1.5%</td> <td>of the Net Asset Value of Class C Shares</td> </tr> <tr> <td>Class D:</td> <td>1%</td> <td>of the Net Asset Value of Class D Shares</td> </tr> <tr> <td>Class E:</td> <td>0.75%</td> <td>of the Net Asset Value of Class E Shares</td> </tr> <tr> <td>Class Z:</td> <td>0.25%</td> <td>of the Net Asset Value of Class Z Shares</td> </tr> <tr> <td>Class X:</td> <td>0.75%</td> <td>of the Net Asset Value of Class X Shares</td> </tr> </table>	Class A:	1%	of the Net Asset Value of Class A Shares	Class B:	1.5%	of the Net Asset Value of Class B Shares	Class C:	1.5%	of the Net Asset Value of Class C Shares	Class D:	1%	of the Net Asset Value of Class D Shares	Class E:	0.75%	of the Net Asset Value of Class E Shares	Class Z:	0.25%	of the Net Asset Value of Class Z Shares	Class X:	0.75%	of the Net Asset Value of Class X Shares
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<i>Global Distributor</i>	<p>The Global Distributor shall be entitled to receive a distribution fee of 2% on subscription proceeds in respect of Class B Shares of the relevant Fund. This fee may be waived in whole or in</p>																					

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	<p>part at the discretion of the Global Distributor. The Global Distributor shall be entitled to receive a distribution fee of up to 5% on subscription proceeds in respect of Class C Shares. This fee may be waived in whole or in part at the discretion of the Global Distributor.</p> <p>The fees of any sub-distributor appointed by the Global Distributor will be paid out of the portion of the fees payable to it for the distribution of Shares of the relevant Fund.</p>														
Taxation:	<p>The Company qualifies as an Investment undertaking as defined in Section 739 B of the Taxes Act. Under current Irish law and practice it is not chargeable to Irish tax on income and gains. No stamp duty is payable in Ireland on the issue, transfer, repurchase or redemption of Shares in the Company.</p> <p>Shareholders and potential investors should consult with their professional advisers in relation to the tax treatment of their holdings in the Company.</p>														
Publication of Share Price:	<p>The Net Asset Value per Share will be published daily on www.Bloomberg.com and www.guinnessfunds.com. In addition, the Net Asset Value per Share may be obtained from the office of either the Global Distributor or the Administrator during normal business hours.</p>														
How to Buy/Sell Shares:	<p>You may buy, sell and switch shares on a daily basis through the Administrator: Capita Financial Administrators (Ireland) Limited Montague House Adelaide Road Dublin 2, Ireland Tel: +353 1 400 5300 Fax: +353 1 400 5350</p> <p>Initial applications for Shares should be made using an Application Form obtained from the Administrator or from the website www.guinnessfunds.com. This should be sent by fax and the original document sent by post.</p> <p>Subsequent instructions may be made by fax.</p> <p>Instructions received and accepted by the Administrator prior to the Dealing Deadline of 3pm Irish time for any Dealing Day will be processed on that Dealing Day.</p>														
Additional Important Information:	<table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">Directors</td> <td>Timothy W.N. Guinness (*Alternate Director to Edward Guinness), Edward Guinness, Anthony Joyce, Andrew Martin Smith, Johnny McClintock and David McGeough</td> </tr> <tr> <td>Manager</td> <td>Capita Financial Managers (Ireland) Limited</td> </tr> <tr> <td>Investment Manager/Promoter</td> <td>Guinness Asset Management Limited</td> </tr> <tr> <td>Global Distributor</td> <td>Guinness Asset Management Limited</td> </tr> <tr> <td>Administrator/Company Secretary</td> <td>Capita Financial Administrators (Ireland) Limited</td> </tr> <tr> <td>Custodian</td> <td>JPMorgan Bank (Ireland) plc</td> </tr> <tr> <td>Auditors</td> <td>Deloitte & Touche</td> </tr> </table> <p>Copies of the full prospectus and the latest annual and half yearly reports may be obtained (free of charge) from the website www.guinnessfunds.com and from the offices of the Administrator during normal business hours:</p>	Directors	Timothy W.N. Guinness (*Alternate Director to Edward Guinness), Edward Guinness, Anthony Joyce, Andrew Martin Smith, Johnny McClintock and David McGeough	Manager	Capita Financial Managers (Ireland) Limited	Investment Manager/Promoter	Guinness Asset Management Limited	Global Distributor	Guinness Asset Management Limited	Administrator/Company Secretary	Capita Financial Administrators (Ireland) Limited	Custodian	JPMorgan Bank (Ireland) plc	Auditors	Deloitte & Touche
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Custodian	JPMorgan Bank (Ireland) plc														
Auditors	Deloitte & Touche														
<i>Important Addresses</i>	<p>Administrator – Capita Financial Administrators (Ireland) Limited Montague House Adelaide Road Dublin 2 Ireland</p>														

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Guinness Alternative Energy Fund

<p>Performance Data:</p>	<p>Cumulative average annualised performance from inception (19th December 2007) to 31st December 2010</p> <table border="1" data-bbox="416 293 979 456"> <tr> <td>Fund</td> <td>-27.4%</td> </tr> <tr> <td>Benchmarks:</td> <td></td> </tr> <tr> <td>Wilderhill Clean Energy Index</td> <td>-26.4%</td> </tr> <tr> <td>Wilderhill New Energy Global Innovation Index</td> <td>-20.5%</td> </tr> </table> <p>Annual performance for full calendar years since inception:</p> <p>Performance is for class A in US dollars; returns in other currencies may be higher or lower as a result of currency fluctuations; returns for other classes may vary due to differences in charges. Performance data does not include subscription and redemption charges.</p> <p>Past performance is not necessarily an indicator to future performance.</p> <p>Current performance data is available from the website www.guinnessfunds.com.</p>	Fund	-27.4%	Benchmarks:		Wilderhill Clean Energy Index	-26.4%	Wilderhill New Energy Global Innovation Index	-20.5%		
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<p>Total Expense Ratio</p>	<p>The Total Expense Ratio (“TER”) for each class, based on the accounts for the year ended 31 December 2010, is as follows:</p> <table border="1" data-bbox="416 1536 865 1697"> <tr> <td>Class A</td> <td>1.50%</td> </tr> <tr> <td>Class B</td> <td>2.00%</td> </tr> <tr> <td>Class C</td> <td>2.00%</td> </tr> <tr> <td>Class D</td> <td>1.50%</td> </tr> <tr> <td>Class E</td> <td>1.25%</td> </tr> </table> <p>TERs for previous years may be obtained from the administrator.</p>	Class A	1.50%	Class B	2.00%	Class C	2.00%	Class D	1.50%	Class E	1.25%
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Class E	1.25%										
<p>Portfolio Turnover Rate</p>	<p>The Portfolio Turnover Rate, based on the accounts for the year ended 31 December 2010, is - 6%</p>										

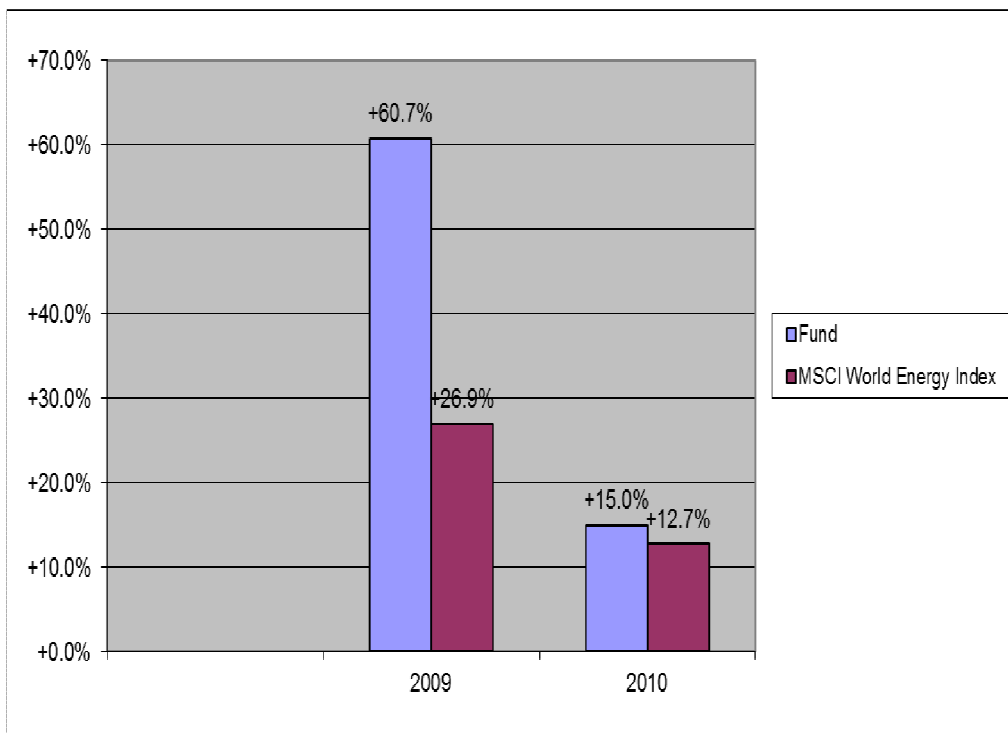
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Guinness Global Energy Fund

Performance Data: Cumulative average annualised performance from inception (31st March 2008) to 31st December 2010:

Fund	+0.8%
Benchmark:	
MSCI World Energy Index	-1.3%

Annual performance for full calendar years since inception:



Performance data does not include subscription and redemption charges.

Past performance is not necessarily an indicator to future performance.

Current performance data is available from the website www.guinnessfunds.com.

Total Expense Ratio The Total Expense Ratio ("TER") for each class, based on the accounts for the year ended 31 December 2010, is as follows:

Class A	1.37%
Class B	1.87%
Class C	1.87%
Class D	1.37%
Class E	1.12%

TERs for previous years may be obtained from the administrator.

Portfolio Turnover Rate The Portfolio Turnover Rate, based on the accounts for the year ended 31 December 2010, is 5%